

**BUSINESS ENGLISH: THE LANGUAGE OF
PROFESSIONALISM AND FORMALITY**

English has become the global language of business, and as such, proficiency in Business English has become increasingly important for professionals in international trade and global commerce. Business English is a specialized form of English used in professional contexts, such as meetings, contracts, emails, and presentations, where clear and effective communication is crucial [3, p. 144]. In the modern world which is characterized by intensive development of commercial, economic, political ties between countries, the method of communication between partners and colleagues is becoming increasingly important. Business English is becoming a vital tool for building relationships between entrepreneurs, professionals and employees of international companies. The ability to communicate competently determines the image and professional level of partners in business or joint cooperation.

The lexical aspect of Business English is specialized, formal, and standardized, and it often consists of polysemy, compound, and borrowed words. For instance, Business English may use specialized terms such as ROI (Return on Investment), KPI (Key Performance Indicators), or SWOT (Strengths, Weaknesses, Opportunities, and Threats) to convey specific meanings in a concise manner. The use of such technical terms not only makes communication more efficient but also demonstrates professionalism and expertise [1, p.37]. At the same time business English can be colourful due to the knowledge of business English idioms and phrases which help to diversify the speech of business communication, as well as to make you an interesting conversationalist and a promising business partner. So, among the idiomatic expressions of organizational and financial purposes, which can be used not only

in the corporate aspect, but also in everyday speech, we can mention the following ones: *a skeleton staff* – minimum staff, *lemon* – junk, low-quality product (often used in relation to low-quality old cars), *monkey business* – fooling around, cheating, *bean counter* – accountant.

Moreover, the importance of Business English in the corporate world cannot be overstated. The ability to communicate fluently and effectively in Business English is key to building and maintaining business relationships, establishing credibility with international clients and partners, and ultimately advancing one's career. In today's knowledge economy, where businesses must constantly learn from other countries to gain new knowledge, understanding the language and culture of other countries is vital for exchanging information and ideas. Business English provides a common language for businesses worldwide to communicate and collaborate effectively.

Additionally, Business English can help develop leadership qualities, as well as the ability to relate to other employees. Fluency in the English language allows professionals to be more confident during cross-cultural communication and fosters an understanding of diverse perspectives. Language fluency is one dimension of what is known as cultural fluency – the ability to identify, understand, and apply cultural differences that influence communication [4, p.307]. Business English skills can also open doors to international job opportunities and career advancement, as many multinational companies prioritize English proficiency for their employees [2, p. 338].

In conclusion, Business English is a universal language that has the potential to lead to success and career growth in the corporate world. It is a specialized form of English that requires proficiency in technical and formal language, and it is essential for clear and effective communication in business contexts. Proficiency in Business English is crucial for establishing credibility with international clients and partners, building and maintaining business relationships, and advancing one's career in today's globalized economy.

REFERENCES

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